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Advertising Age

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4A's seeks advertisers' respect

Four A's president Len Matthews (l.) and his wife, Dottie (r.) flank outgoing association chairman John O'Toole (center) of Foote, Cone & Belding, and his wife, Phyllis, and incoming chairman Lou Hagopian of N W Ayer. The change took place at the Four A's annual meeting. *(Staff photo by Mary Herlehy.)*

Group will honor innovative clients

By STEWART ALTER

White Sulphur Springs, W. Va.—Advertisers found themselves both chastised and lionized at the American Assn. of Advertising Agencies' 67th annual meeting at the Greenbrier here last week. They were chastised by Four A's chairman Len Matthews for, among other things, encouraging speculative presentations, and in another speech for not fully appreciating the creative nature of advertising.

Yet advertisers will be the recipients of a new honor that will become a regular feature of future Four A's annual meetings. And the crowd of 720 agency executives and wives found each session punctuated with short, videotaped case histories in which different advertisers talked about campaigns their agencies had developed.

The Four A's new Advertiser Recognition Program, unveiled here, is at the heart of a new direction the association is taking. Last year it began an effort aimed at improving advertising's image to the general public. This year the focus is being narrowed to improve the attitudes of the general business community—the world of agency clients—toward agencies and the work they do.

Last year's effort included an ad campaign developed by Fallon McElligott Rice, Minneapolis. This year there will also be a campaign, developed by Jim Johnston Advertising, New York, to which publishers will be asked to contribute space. But the new element in the Four A's strategy is the recognition program.

Matthews raps some client, agency practices. Page 106.
Hagopian sets his program as 4A's chairman. Page 106.

"There is evidence that American business, including major advertisers, does not place the same importance on advertising as we do," said John O'Toole, outgoing chairman of the Four A's in a speech Saturday morning announcing the program. "There is evidence that they regard it as playing a relatively minor role in increasing their volume and profit. . .and that they look upon it as too unpredictable, too ambigu-

(Continued on Page 107)

Ban on 'unfair' rules expected in FTC bill

By STEVEN W. COLFORD

Washington—Congress is nearing a consensus on a Federal Trade Commission bill that gives advertisers continued security against industrywide regulation aimed at "unfair" ads.

Though FTC bills that cleared key Senate and House committees this month are at odds on this point, observers believe Congress will ultimately adopt Senate provisions that bar the commission from writing industrywide bans on "unfair" ad practices.

The eventual final bill is also expected to include congressional language, first proposed by the FTC, clarifying what's meant by "unfairness." But an additional, more controversial, definition of "deception" that had been sought by Republican FTC chairman James Miller and the major ad industry trade associations, was rejected by both Senate and House panels.

The Senate and House bills fall far short of the ad industry's desire for a total exemption from the Federal Trade Commission Act ban on "unfair" practices.

Instead, FTC would retain the freedom to challenge individual ads on fairness grounds on a case-by-case basis, even if the claims made in the ad are truthful.

Such fairness cases have been very uncommon in

(Continued on Page 107)

Last Minute News

NBC sets Super Bowl price of $550,000 per 30

New York—NBC-TV is charging Super Bowl XX sponsors $550,000 per 30-second spot, says Robert Blackmore, senior vp-sales. The event, NBC's first Super Bowl in two years, is due Jan. 26 from the New Orleans Superdome. Last season, ABC charged early-bird clients $500,000, which later rose to $520,000 per 30.

California Cooler pours into Japan

Stockton, Cal.—California Cooler is introducing its wine cooler in Japan, making it the first U.S. cooler to sell outside the country. Tv, radio and print ads, in a joint effort with CC's Japanese distribution partner, POKKA Corp., Nagoya, will start soon. POKKA's agency, Dentsu, Tokyo, will handle. Chiat/Day handles California Cooler domestically.

Gitano on binge, adds 12 licensees

New York—Gitano, marketer of jeans, sportswear and swimwear, is adding 12 new licensees, including Gitano pantyhose (to be made by L'eggs). The pantyhose are being tested in St. Louis and will be handled by Long, Haymes & Carr, Winston-Salem, N.C. All other products, including shoes, socks and underwear, will be handled by Gitano's new in-house agency, Ad Group; Kolker & Gill is previous agency of record for Gitano. Budget will be doubled to almost $12 million.

United ads fly as pilots walk

Elk Grove Village, Ill.—United Airlines had a campaign rolling less than seven hours after 5,000 pilots struck the nation's largest airline late last week. Radio and tv spots, as well as newspaper support, in 11 major United markets said "Flying is our job. And we're staying on the job." Leo Burnett USA, Chicago, handles.

Just 8 of top 30 Four A's shops see profit hike

White Sulphur Springs, W. Va.—Only eight of the 30 largest American Assn. of Advertising Agencies members are forecasting an increase in 1985 profit margins, says 4A's chairman Len Matthews. Of those 30, 22

(Continued on Page 8)

Will sell L.A. daily, cable systems

Tribune gets its KTLA link

By GARY LEVIN
and JENNIFER PENDLETON

Los Angeles—The Tribune Co., having forged the final link in a chain of independent tv stations that now stretches from New York to California, will not fight a federal rule that obliges it to sell its *Los Angeles Daily News* and neighboring cable systems.

With the Tribune Co.'s successful $510 million cash bid to acquire KTLA-TV, the leading independent tv station here, the Chicago-based communications company owns major tv stations in Atlanta, Chicago, Denver, New Orleans, New York and—now—L.A.

The purchase price is the highest ever to be paid for any tv station, beating the $450 million offered by Hearst Corp., New York, for Metromedia's WCVB-TV in Boston (AA, May 9).

If approved by the Federal Communications Commission, the deal will bring the company's tv stations into 19.6% of U.S. tv households, roughly the same percentage as the six Metromedia stations being sold to Rupert Murdoch. (Tribune Co. stations now reach

(Continued on Page 104)

NEWSPAPER

AA
DC2001#CONGLI
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

GM's media revamp crafted for efficiency

By VERNE GAY

NEW YORK—The dramatic changes in the magazine and network tv negotiating assignments for all General Motors division agencies (AA, May 13) are designed to maximize the giant advertiser's leverage in getting lower media prices; better tv positions and outdoor boards, and to take immediate advantage of magazine rate discounts, according to sources.

GM's Media Council, which set up the changes, also is consulting with the GM divisions to standardize guidelines for sponsoring tv programs with varying degrees of sex and violence. The sources said GM was concerned since the parent company generally receives public complaints about such sponsorships, rather than the division.

In another twist, each agency has been given responsibility for a specific group of magazines. Before this, each agency would buy for its own division account. Now, each will negotiate prices and contracts with its group of magazines for all divisions. Billings still will be handled by the divisions' agencies.

For now, the Media Council has assigned three GM agencies to handle network negotiations for specific dayparts. However, the commission fees for GM's five agencies remain intact, and the negotiation assignments are in effect only for the 1986 model year beginning this fall.

A GM spokesman confirmed that the agency tv assignments outlined by ADVERTISING AGE last week are "essentially correct." Asked whether the assignments were a test, the spokesman replied: "Not a test, but a first step."

The GM division agencies tapped for specific network negotiating duties are D'Arcy MacManus Masius, Bloomfield Hills, Mich., for news; Campbell-Ewald, Warren, Mich., for sports, and Leo Burnett USA, Southfield, Mich., which will negotiate upfront prime time buys for all GM divisions. Each agency is responsible for the production of its own tv specials.

McCann-Erickson, Troy, Mich., and N W Ayer, Detroit, GM's other top shops, were not assigned negotiating responsibilities. Sources said that while they could get other duties later, the prestige jobs clearly have been spoken for.

Negotiations for network radio, national spot radio, tv syndication and cable continue to be handled by each agency. Also, each GM agency will keep responsibility for its own network tv scatter buys.

GM's roster of agencies includes Ayer (corporate pr), Burnett (Oldsmobile), D'Arcy (Pontiac and Cadillac), McCann (Buick and GMC trucks) and C-E (Chevrolet).

Under the new system, Burnett, for example, will ascertain the total amount all divisions will

(Continued on Page 104)

Wishing on a star

Walt Disney Home Video, Burbank, Cal., set to release the 1940 animated feature classic, "Pinocchio," on videocassette, will promote the film with a $1 million-plus campaign on tv, radio and in magazines (above) in June. Chickering, Michaelian & Newman, Los Angeles, is the agency.

Highlights

Whether lightning will strike a third time for Time Inc. is the question being asked by media, agency and marketing figures as they peruse prototype issues of *Picture Week* circulated by the company's magazine development group. *See Page 6.*

The decision to buy an agency requires careful thought and preparation. Some steps to help make that critical move are outlined: *See Page 54.*

Writer Michele Willens applies "high concept" theory to statesmanship. *See Page 20.*

VIDEOTECH

Nickelodeon, MTV Networks' parttime cable network for children, will expand to a 24-hour schedule next month, offering family-oriented programing during the late-evening hours. *See Page 74.*

It's not often that a local tv show gets a shot at national exposure, but that's whats happening to Detroit's "Kelly & Company." *See Page 74.*

DIRECT MARKETING

More than 5,000 consumers have asked that their names be added to the Direct Marketing Assn.'s Telephone Preference Service, in hopes of avoiding unsolicited telephone sales calls. *See Page 84.*

The DMA has approached the seven regional telephone operating companies to determine whether they are willing to provide directory information in computer-readable form directly to marketers rather than forcing them to use directory information services. *See Page 84.*

COMING THURSDAY

SPECIAL REPORT

Worldwide revenues increased 13.7% in 1984 for the nation's top research companies. ADVERTISING AGE profiles the top 40 marketing/advertising/public opinion research organizations.

Hewlett-Packard Co. has begun promoting its Touchscreen line of personal computers as integral parts of larger office-automation systems, rather than single-purchase items. *See Page 104.*

CORPORATE CLOSEUP

The most serious problem Seven-Up, the leader in the lemon-lime soft-drink market, faces in long-term growth is simple: It's a cola-drinking world, and Coke and Pepsi have divided that world between them. *See Page 4.*

FORUM

An expert in commercial production cost management applauds efforts to deflate the price of production. *See Page 20.*

REGULAR FEATURES

ACCOUNT CHANGES	34	NEW PRODUCTS	68, 69
ADBEAT	100	PERSONAL PRIVILEGE	24
ADVERTISING MARKETPLACE	95	PHOTO REVIEW	28
BAR/AA NEW TV PRODUCTS	66	PRESSTIME	8
BRADY'S BUNCH	86	REGIONAL NEWS	68
CON-SID-ERATIONS	18	RESEARCH PEOPLE	80
CORRECTIONS & CLARIFICATIONS	6	SPORTS MARKETING	36
EDITORIAL	18	VIDEOTECH UPDATE	78
FOR THE RECORD	103	WORLD NEWS ROUNDUP	3
FORUM	20		
GETTING PERSONAL	32		
LETTERS	22		
MARKETING BY MAIL	84		
MEDIAMOVES	82		

FIGURES TO FILE

ADVERTISING PAGES IN MAY CONSUMER PUBLICATIONS	93

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Ritz Group calls to 'child of '60s'

By PAT SLOAN

NEW YORK—After all the talk of aging baby-boomers, yuppies and musical blasts from the past in advertising, Squibb Corp.'s Charles of the Ritz Group has come up with a campaign targeted squarely at that part of the population that was born in the '50s and grew up in the '60s.

Entitled "Confessions of a child of the '60s," the campaign is for Charles of the Ritz skincare products and is the first effort by Lord, Geller, Federico, Einstein. That agency succeeded Advertising To Women on the Ritz account last fall.

Charles of the Ritz has cast model Maria Holve to play the part of the now grown-up flower child. She will be associated with Ritz products in much the same way that Karen Graham's face became almost synonymous with Estee Lauder.

The national print and spot tv campaign is Ritz' first major effort for its skincare products since 1981, when the brand was introduced under the umbrella Prescribed Skin Care (a tag line that has since been dropped), said Ritz senior vp-marketing worldwide Sherry Baker. She estimated fourth-quarter spending alone at a national rate of $4 million.

For all of 1984, Leading National

(Continued on Page 107)

Ads must ID celeb doubles: Judge

Send in the clones

By JAMES P. FORKAN

NEW YORK—It looks like look-alikes will remain a popular category of advertising, so long as those celebrity clones are clearly identified as such in the ads.

That was the gist of the verdict handed down here May 16 by Manhattan federal Judge Constance Baker Motley. Woody Allen had sued look-alike Phil Boroff and Ron Smith Celebrity Look-alikes, Hollywood, seeking $10 million in damages for violating his privacy and allegedly misleading the public that he was endorsing National Video, a Portland, Ore.-based home video retail chain. In a magazine ad that ran in home video publications, Mr. Boroff was shown renting videocassettes, including two of Mr. Allen's films.

In her decision, Judge Motley awarded no damages, but she said that the ad could no longer run. She added that Mr. Boroff should

(Continued on Page 107)

CORPORATE CLOSEUP

Seven-Up stands up to cola's challenge

By SCOTT HUME

On April 25, Coca-Cola Co. announced it would reformulate the world's best-selling soft drink, Coke. The merits of that move still are being discussed and debated by marketers around the world.

Seven-Up Co. chose the same week to announce it would reformulate its Like and Sugar Free Like colas. Only Seven-Up's bottlers seemed to care.

Obviously, Like is not St. Louis-based Seven-Up Co.'s flagship product, but the contrasting receptions for those two announcements reflect the most serious problem Seven-Up faces in long-term growth: It's a cola-drinking world, and Coke and Pepsi have divided that world between them.

Seven-Up, the No. 3 soft-drink company, operates in the No. 2 soft-drink market—lemon-lime—of which its 7UP and Diet 7UP command better than a 50% share. That category grew 7.8% in 1984 compared to a 5.6% increase in shipments of colas, according to figures from Furman Selz, New York, analyst John Maxwell in *Beverage Industry*.

While industry analysts credit the company's management with intelligent marketing efforts to keep that share high and growing, they also see Coca-Cola and Pepsi starting to put the squeeze on other players in the soft-drink industry. The main target of that squeeze, they say, is Seven-Up.

Seven-Up has been battling Coke and Pepsi with the well capitalized vigor characteristic of Philip Morris, which acquired Seven-Up in 1978 for $520 million. In the past year alone, Seven-Up has made several important marketing moves in its fight to at least keep up with its rivals, if not get ahead of them:

- To bolster the 7UP brand, it returned to the aggressive and comparative "Uncola" advertising positioning it first used in 1968 and backed the return with a five-week network tv campaign via N W Ayer, New York.
- It reformulated Diet 7UP and Sugar Free Like cola to be sweetened 100% with NutraSweet shortly after PepsiCo made a similar move for its diet drinks, but before Coca-Cola followed suit.

To further buttress Diet 7UP's growth, it launched advertising that borrowed a favorite ploy of Coke and Pepsi, citing taste-test results in its favor.

- Its newly formed Foods Group began testing a line of freeze-dried soups under the Nouvelle name and this month introduced nationally a five-item line of frozen lemonade and lemon-limeade concentrates called JuiceUp. The line includes the first "diet" versions of juice concentrates to be offered.
- It expanded its line of budget-price Howdy brand soft drinks to give its bottler network additional flavors to distribute.
- It purchased Country Club Soda, a Springfield, Mass.-based bottler of mixers, as a means of getting a foothold in that potentially significant market.

"When I came to the company six years ago, I said we're going to try to make Seven-Up a full-line company, and that's what we're doing," explained Ed Frantel, whom PM moved from its Miller Brewing unit to become Seven-Up's president. "Anybody who thinks we've stopped thinking about expansion and new products hasn't been watching us very closely.

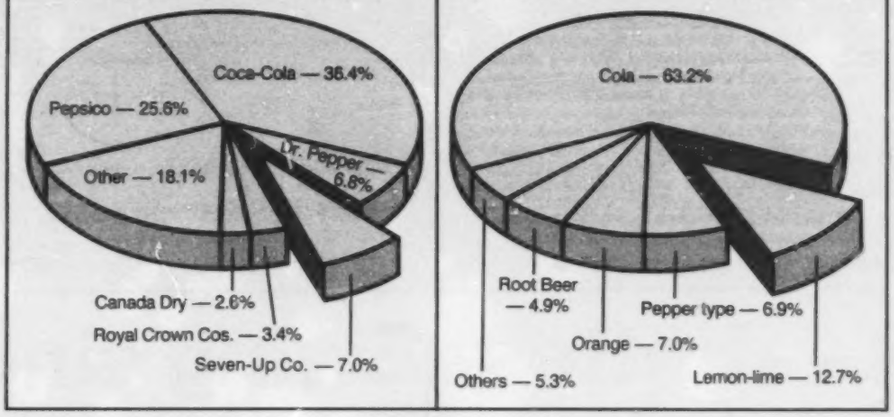
"But there's no question that soft drinks, which used to be called a 'mature and stable' business, has become more dynamic lately. Our job is to stay close enough to the leaders to feel the heat, but not so close that we get burned."

The good-news result of Seven-Up's PM-backed investments in such areas as new products, more aggressive marketing and research is that its revenues rose from

(Continued on Page 92)

The battle to satisfy America's passion for soft drinks

An Uncola company in a cola world, Seven-Up Co.'s corporate share of the U.S. soft drink market is dwarfed by competitors Coca-Cola Co. and PepsiCo. Seven-Up expects its future growth to come primarily through continued expansion of the lemon-lime category it dominates. Source: John Maxwell/*Beverage Industry*



GROWTH

That's AMERICAN HEALTH.

The fastest-growing magazine in ad revenues (up 152%) and the second-fastest in ad page growth (up 57%) in 1984.*

In 1985 the growth continues.

Up 32% in ad pages and 91% in ad revenues through the first half, over the same period last year.

As the health and fitness market continues to grow, AMERICAN HEALTH continues to grow along with it.

So join the marketers who are increasing their share of this growing market by advertising in AMERICAN HEALTH.

AMERICAN HEALTH
Fitness of Body and Mind

AMERICAN HEALTH
The magazine that's changing people's lives.

For more information call John Caldwell, 242-2460.

*PIB

Cherry Coke hits fountains. . .

By NANCY GIGES

Coca-Cola USA, Atlanta, is continuing to pour on "new and improved" beverages with the national introduction of a fountain version of Cherry Coke.

Lawrence Cowart, senior exec vp-general manager, fountain sales, predicted May 19 at a Chicago press conference that Cherry Coke will put his company even farther ahead of Pepsi-Cola USA, Purchase, N.Y., in fountain sales.

Coca-Cola says its brands now lead Pepsi's in fountain sales by an over-all margin of 2.4 to 1.

The cherry-flavor cola has been testing for several months in the retail market in Atlanta, Charlotte, N.C., Denver and Hartford.

The fountain rollout, expected to be completed by fall when the retail test results will be evaluated, will be supported primarily by in-store materials and promotion. No agency is involved, the company said. SSC&B, New York, handles advertising for the retail version of Cherry Coke.

The Denny's, Hardee's and What-a-Burger fast-food chains have committed to selling the new drink on at least a test basis, Coca-Cola said.

The target market for Cherry Coke is males and females, aged 12 to 29, who drink sugar-cola products and want an alternative cola taste.

The company says Coca-Cola is the No. 1 fountain product, outselling Pepsi 2 to 1. Diet Coke, the No. 2 soft drink in foodservice over-all, is the No. 1 diet cola at soda fountains, outselling Diet Pepsi 2.5 to 1. Sprite, the No. 1 lemon-lime, is the third-largest-selling soft drink in fountain sales.

Of the chains that have agreed to test Cherry Coke, only one—Hardee's—is among Coca-Cola's top 10 fountain accounts, which also include Kentucky Fried Chicken, McDonald's, Southland Corp. (7-Eleven stores) and Wendy's International.#

. . .as diet colas hit road to Rio

By JULIA MICHAELS

SAO PAULO—Brazilians may get their first taste of Diet Coke and Diet Pepsi next year if Brazil's new government goes ahead with plans to lift its ban on diet soft drinks.

A Brazilian agriculture ministry official said the ban could be lifted within months.

Brazil ranks fifth among world soft-drink and cola markets. The U.S.S.R. is the only other major country that bans diet drinks.

In the past, a powerful sugar lobby convinced the previous military government to hold out against diet soft drinks. But the agriculture ministry official noted that sugar producers now have a relatively new market: Sugar-cane alcohol fuel for the country's growing fleet of alcohol-fueled cars.

Coca-Cola Refrescos, which claims more than half of the 4.2 billion-liter soft-drink market, has been lobbying for permission to manufacture and sell diet soft drinks in Brazil for four years.

"This is the light at the end of the tunnel," says Luis Lobao, Coca-Cola Refresco's administrative director.

Coca-Cola said it would need 8- to-12 months to put its diet products on Brazilian supermarket shelves.

Pepsi-Cola, which has just relaunched its flagship brand in Rio de Janeiro and has a much smaller over-all market share, said it would need more time.

Opinions differ on the potential size of the diet soft-drink market.

Mr. Lobao said it would come to about 2.5% of current annual volume, taking total volume up to about 4.3 billion liters a year.

Coca-Cola claims diet soda drinkers are a totally untapped market here, and thus wouldn't take market share away from sales of sugared Coca-Cola.

In the health-conscious Rio de Janeiro market, diet soft drinks could account for as much as 10% of the total market, according to Edward Moerk, president of Pepsi-Cola do Brasil.

Advertising expenditures would increase substantially, with gains for Coke's agency, McCann-Erickson Publicidade, and Pepsi's J. Walter Thompson Publicidade, sources speculate.

Mr. Moerk said a Diet Pepsi launch would cost about $1 million to cover Rio de Janeiro and Sao Paulo, the principal markets.

The one hitch in a Brazilian diet soft-drink launch is that G.D. Searle & Co.'s NutraSweet isn't produced here and the government isn't likely to permit its importation.

But marketers say a saccharin/cyclamate mixture has worked well elsewhere in Latin America.#

Time Inc. readies snappy 'Picture Week'

By STUART J. ELLIOTT

New York—Whether lightning will strike a third time for Time Inc. is the question being asked by media, agency and marketing figures as they peruse some 3,000 prototype issues of *Picture Week* being circulated by the company's magazine development group (AA, May 16).

Twice before, Time Inc. had the idea to bring out a news and human-interest photo weekly with editorial copy in b&w only.

But the prototype suggests that, were Time Inc. to make *Picture Week* its eighth magazine early next year, it would be trying to reinvent the photo-weekly concept for the '80s. Or perhaps more, for the *PW* prototype is to the traditional definition of a magazine what *USA Today* is to the traditional definition of a newspaper.

The 88-page prototype depicts *PW* as a slick version of the *New York Daily News'* centerfold, the quickest of quick reads, a print product for members of a generation whose exposure to 30-second commercials and MTV: Music Television has shortened their attention spans.

After reading *Picture Week*, *People* reads like *The New Yorker* or the *Atlantic*.

Of course, it must be added the *PW* prototype is, as the saying goes, subject to change without notice. The concept could be modified between now and July, when *PW* is slated to begin tests in 13 markets nationwide *(see related story, Page 82)*. One change already being made: Richard Burgheim, assistant managing editor, *Life*, and formerly managing editor of *TV-Cable Week*, is joining the *PW* project in the No. 2 editorial post behind managing editor Richard Stolley.

Yet the prototype follows closely the appearance and approach it took during earlier direct-mail testing (AA, March 4). It carries the date May 13 and a cover price of 95¢. The cover story is "Having babies for cash"—surrogate mothers. The cover photo, like all other photos in the magazine, is b&w. The cover logo, headlines and other art work are in a bright yellow and a *Life*-type red.

Inside are one and two-page photos, accompanied by easy-to-read captions ranging in length from about 50 to 135 words. They are arranged by departments given titles such as Breakthrough, Luck, Guts, New Look, Heroes, Sneak, Tears, Wheels, Off Guard, Friends, Odd Job, Animals and Tasteless. All copy and logos inside are b&w save for occasional splashes of red.

These are not *Life*-style photo essays or *People*-style illustrated interviews. Almost every *PW* department in the prototype consists of one or two photos with a short caption—then it's on to the next one. In its focus on photos, sparcity of text and wide variety of subjects, *Picture Week* resembles *Newlook*, Daniel Filipacchi's French magazine recently introduced in the U.S. by Penthouse International. The major differences: *Newlook's* editorial is all color, it includes nudity and it costs $3.50.

The prototype issue of *Picture Week* being circulated by Time Inc.'s magazine development group features a cover story on surrogate mothers. The cover photo, like all editorial inside, is b&w; logo, headlines and other cover art are red and yellow.

A handful of *Picture Week* prototype departments carry more text or run beyond two pages: The Big Picture, an opening section (five photos, five captions); Essay, the cover story (seven pages, seven photos); 7 Days, a review of the week; a page apiece for book, tv and movie reviews, and a photo quiz.

The prototype issue includes ads from marketers such as Borden, Ford, General Foods, J.C. Penney, L'Eggs, Lorillard, Philip Morris, R.J. Reynolds, Sony and Toyota—for package goods and mass consumer items.

This jibes with opinions expressed by Madison Avenue observers that Time Inc. would have to position *Picture Week* as a mass-market magazine.

A related observation they make is that for *PW* to succeed, it must be, as one put it, "priced low enough to make it attractive, strictly an economic proposition." This means *PW* must offer marketers a high circulation, perhaps 1 million, and a low cpm. As a result, the magazine is being planned with relatively low editorial costs—b&w photos picked up from outside sources, a small staff—to help make it feasible for Time Inc., which analysts say could spend $20 million to introduce *Picture Week* if the test results are judged satisfactory. Young & Rubicam here will handle promotion for the tests, for which Time Inc. is considering different campaigns at different spending levels, in the 13 test markets.#

SCRATCH PADS
Volume manufacturer custom pads for great reminder advertising.
pad, Paper Conversion Inc.
6781 Thompson Rd. N. Dept. P
Syracuse, NY 13211 (315) 437-1641

NOTE CUBES
Edge-printed cubes sell products & services via a unique 4-color process.
CUBE, International Cube Corp.
6758 Thompson Rd. N. Dept. C
Syracuse, NY 13211 (315) 437-9812

Smart, Buick!
Smart, Cadillac!
Smart, Ford!
Smart, Jaguar!

You know that 35.3% of our almost one million readers have three or more late model cars.* They can afford to; they earn more and spend more than the readers of almost any other magazine.

You're on the right target because we're on the right course.

MOTOR BOATING & SAILING

*Source: 1984 Mendelsohn.

AA sales names Holm

CHICAGO—Deborah Holm has been named to handle classified advertising sales in the Chicago office of ADVERTISING AGE. She succeeds Louise Durfee, who left the company.

D. Holm

Ms. Holm, a graduate of Indiana University, was previously classified advertising production manager for AA. She joined the company in August, 1984.#

WILL JORDAN IS ED SULLIVAN

ON THE BALL PARK FRANKS
RADIO/TV COMMERCIALS
For Info Contact: Will Jordan
(212) 265-1652

CORRECTIONS & CLARIFICATIONS

- Jack Marks, director of marketing communications worldwide, Parker Pen Co., Janesville, Wis., is leaving the company at the beginning of June, not May as reported in "Parker Pen dropping its global plans" (AA, May 13).
- Micro Mart, an Atlanta-based computer retail chain, has not awarded Smith Burke & Little its $3 million account, as was earlier reported from incorrect information from SB&L (AA, May 6, P. 8). Micro Mart says SB&L will handle advertising for the June 3 opening of its Atlanta store. Micro Mart says it is considering SB&L, incumbent Bleichner Bonta Martinez & Brown, Atlanta, and several other agencies and will choose an agency of record within 30 days.
- The following additions and corrections refer to the recently published Foreign Agency Income report (AA, April 22).

Ogilvy & Mather (Malaysia) figures were listed incorrectly by the agency and should read as follows: Gross income, 1984—$3,639,000; 1983—$3,630,000. Billings, 1984—$24,274,000; 1983—$24,213,000, which puts O&M in first place in Malaysia.

Ogilvy & Mather, Singapore, figures were reversed by the agency and should read as follows: Gross income, 1984—$2,502,000; 1983—$2,197,200 Billings, 1984—$16,697,000; 1983--$14,655,700.

Teran Publicidad, Mexico City. Figures received too late for inclusion. Gross income 1984—$1,502,600; 1983—$719,400. Billings, 1984—$7,925,500; 1983—$3,561,300.

Ogilvy & Mather's affiliation in Chile is with Northcote & Associados, Santiago, not with Promoplan, as stated in a footnote.

Needham, Harper of Canada's 1984 gross income should have been $2,592,000 instead of $3,146,100. Needham is agency of record in Canada for Kraft Ltd. and figures for 1984 for Kraft were not included in the agency's gross income total.

Feldman Calleux Associes, Paris, showed gross income of $8,900,800 and $6,362,000 for 1984 and 1983, respectively, and billings of $59,338,400 and $42,434,800 for the same years, putting the agency in ninth place in the French rankings. Figures for 1984 are AA estimates. FCA figures include FCA Lyon, FCA Mediterranee, LK and Marketware.#

Seven-Up's stand

(Continued from Page 4)

$274.8 million in 1978 to $734 million in 1984. The bad news is that operating profits, which were $40.3 million the year PM acquired the company, were $5.3 million in 1984 (and that was the first year since 1979 that Seven-Up finished a year in the black).

Despite the Uncola company's unprofitability, PM chairman Hamish Maxwell repeatedly and vehemently has denied rumors that Seven-Up will be unloaded.

"Seven-Up's losses don't mean anything to Philip Morris," said Kidder Peabody analyst Roy Burry, who notes that the parent's total operating revenues last year were $13.8 billion. "Sure, they'd like Seven-Up to make a profit, but PM is looking at the potential of the market more than Seven-Up's bottom line."

Mr. Frantel doesn't sound like an executive who is getting heat from his superiors.

Pushing, probing, prying

"The corporation realizes this is a long-term business," he says. "We could have made a lot of money in the past six years if we weren't pushing, probing and prying. But you have to do that unless you want to be a parasite."

Still, one industry observer speculates that PM eventually will spin off the company to its shareholders. "That's what you do with a division nobody else wants to buy," he said.

Even with the heavy influx of cash from PM, Seven-Up's over-all share of the soft-drink market essentially has been unchanged for the past several years. Its ad expenditures and case sales have grown, but so, too, have Coke's and Pepsi's.

One explanation of why Seven-Up has been running in place is that it's suffering from the same ironic backlash afflicting Miller Brewing, its sister company in the Philip Morris stable. With PM's backing, both Seven-Up and Miller came on strong as serious marketers—and woke up their slumbering competition.

Seven-Up's advertising resurgence in the past few years "has had a substantial effect on making Coca-Cola as tough [a marketer] as it is," said Prudential-Bache analyst George Thompson. "Coke saw what happened with Miller [which dramatically increased ad spending after PM acquired it] and got going."

$15 million in '77

In 1977, $15 million was spent on measured-media advertising for brand 7UP, according to Leading National Advertisers. Coca-Cola spent $24 million for brand Coke. By 1979, 7UP spending was up to $25 million, but Coke's media spending had increased to $42 million.

Last year, Coca-Cola spent about $50 million for its flagship brand. Seven-Up spent $23 million for its primary brand (having put additional emphasis on Diet 7UP).

While increasing support for their primary products, Coca-Cola and Pepsi also have been building their secondary brands into stronger competitors and exploring new products.

They want new worlds to conquer and divide.

Coca-Cola has reformulated grapefruit-flavored Fresca and appears poised to rebuild that brand's declining market share. Its Sprite and Diet Sprite brands, the strongest competitors for 7UP, also are receiving new attention and stronger marketing and advertising support from Coca-Cola. Waiting in the wings for rollouts are Cherry Coke and Minute Maid orange soda.

The testing that produced Cherry Coke also encompassed vanilla and chocolate versions, raising the possibility of Coca-Cola developing a completely new category of flavored colas.

Pepsi's near-term focus apparently is the with-juice category. Its Slice brand, which contains 10% fruit juice, is being readied for a rollout that means another competitor for 7UP.

Mr. Frantel isn't worried about the brand proliferation, seeing it instead as a dilution of Coke's and Pepsi's consumer franchise that can only help 7UP stand out as what it always was meant to be: A cola alternative.

But Seven-Up's critics wonder how long it can withstand the cola giants' concerted challenges.

Philip Morris spent like crazy

"Philip Morris has spent like crazy for Seven-Up, but it's going to get more difficult for it to increase its market share," Mr. Thompson said. "Philip Morris admittedly is one of the great marketers in American business. But it takes more than marketing in the soft-drink industry. It takes distribution, and that is Seven-Up's problem."

Its bottler and distribution networks long have been Seven-Up's bottleneck. The question is whether that problem is going to worsen.

Seven-Up Co. in the past has not represented enough volume annually to support a complete national network of bottlers whose top priorities are producing 7UP, Diet 7UP and the rest of its product line. The company has had to hook up with a Coke bottler here, a few Pepsi bottlers there and many smaller independent bottlers in between to fill out its system.

That setup has worked fairly well for producing and distributing the 7UP line. But Like cola, introduced in 1982, still is not available nationwide because bottlers affiliated with Coke, Pepsi or Royal Crown can't touch it.

Despite being coupled in advertising with 7UP, Like has had trouble catching hold; it commands approximately a 0.5% share of the total market.

Even flagship 7UP may be facing trouble from the same bottler system, observers say.

As vulnerable as anyone

"If Coke says to a bottler, 'We know you have 7UP, but we'll give you the chance to carry Minute Maid orange soda instead,' Seven-Up's in trouble," Mr. Thompson said. "People talk about the small companies getting caught in a squeeze [between Coke and Pepsi]. But Seven-Up's as vulnerable as anyone."

"Rubbish," Mr. Frantel said. Establishing a third major bottler network is one of the goals Seven-Up has worked hardest to achieve, he said, and the expansion of its own product line will help realize it. Fewer than 25% of its bottlers now are affiliated with Coke or Pepsi.

"There's no question there's some leveraging against bottlers, distributors and retailers going on out there," he added. "But our bottlers realize that they're going to have to fight and be strong."

"Don't count Seven-Up out," insists one of those independent bottlers, who asked to remain anonymous. "They've shown me that they can respond to Coke and Pepsi. And they're bringing back the 'Uncola' theme at the right time. If the new Coke tastes like Pepsi and Pepsi tastes like new Coke, there's all the more reason for people to try something else."

"Uncola" hit airwaves in '68

The first "Uncola" campaign hit the airwaves in 1968, developed by Seven-Up's agency at the time, J. Walter Thompson USA, Chicago. Different from anything that had been done in soft-drink advertising before, the campaign put 7UP on the marketing map.

For one thing, it was "negative": The product was positioned as being "unlike" its competitors. And its spokesman was a little-known, Trinidad-born actor named Geoffrey Holder, with a shaved head and deep, booming voice and laugh that were, well, un-forgettable.

"We took a product that was largely known as a digestive aid out of the medicinal field and into the soft-drink business with that campaign," recalled Orville Roesch, then Seven-Up's advertising manager. "Everyone else [in the soft-drink market] only had these cutesy little jingles for their products. We went with Geoffrey Holder and Milton Glaser-designed outdoor boards."

He credits the campaign's success to the JWT creative team that, after first resisting the Uncola idea, he claims, went all-out with the offbeat positioning. Among the team members were Bill Ross, now managing partner at Tatham-Laird & Kudner, Chicago, and Charles Martell, now executive creative director, JWT/West, San Francisco.

Despite the cleverness of the original campaign, Mr. Roesch doubts it can be resurrected to the same effect.

"The best advertising is written for a time as well as a market," he said. "'Uncola' was perfect for 1968, what with the hippies and Woodstock. It was the perfect anti-establishment campaign for its time. But you say 'Uncola' today and what does it mean?"

Mr. Frantel believes that, given Coke's reformulation as well as all the other changes in the cola category, the phrase means even more than before.

"Bringing back 'Uncola' now is a tremendous opportunity for us," he said. "For one thing it has the word 'cola' but it says 'un-cola.' It's unique. It's us and it has been for all these years, even though we haven't reinforced it.

With all the changes in formula and categories, 'Uncola' is something traditional. People know what it means."

Another element of "Uncola's" strength is that it can't be absorbed by competitors, as was the daring "No caffeine" marketing campaign launched by Seven-Up and Ayer in 1982, and for which Mr. Holder returned as spokesman. Their gamble in raising the specter of questionable ingredients hit a responsive chord among consumers, but was like a stick in the side of its competitors.

Coca-Cola responded with its own uncaffeinated Sprite, Caffeine Free Coke and Caffeine Free Diet Coke. PepsiCo rolled out Pepsi Free.

"Seven-Up simply did no-caffeine testing for Coke and Pepsi and [when it proved to be a popular attribute] they put their own products on the opposite end of the grocery-store aisle and cleaned Seven-Up's clock," said Mr. Thompson.

More rubbish, Mr. Frantel said. Sales of 7UP jumped after the "No caffeine" campaign. "If you're the leader with the most shelf space, why incur the expense and hard work" of innovating, he asks rhetorically of Coke's response. "Besides, the 'No caffeine' campaign stimulated the whole industry to rethink the opportunities in this business."

With "Uncola" positioning protecting its primary soft-drink products once again, Seven-Up is confident enough to take an even bigger gamble: Building its fledgling Foods Group.

One of that group's units, Albany, Ore.-based Freeze Dry Foods, is test-marketing the Nouvelle line of freeze-dried soups. Chef Master, Irvine, Cal., produces flavorings.

Citrus Products most promising

But the Food Group's largest and most promising unit is the Citrus Products division, based in Ventura, Cal. Known as Ventura Coastal Corp. when it was purchased by Seven-Up in 1973 to be a supplier of lemon extract for its soft drinks, the company last year processed and packaged more than 60% of all frozen concentrate for private-label lemonade.

Now Seven-Up plans to get a bigger piece of what the company estimates is the $125 million lemonade market. It showed last week that it was serious by introducing nationally the JuiceUp line of frozen lemonade and lemon-limeade concentrates (with fresh lemon juice added).

And it backed the rollout with network tv spots from Foods Group agency Doyle Dane Bernbach, Los Angeles, supported by local tv, couponed print ads, point-of-purchase tags and in-store sampling programs.

Even more significantly, the technology involved in producing the concentrates easily could be adapted to producing juice-based soft drinks, a la PepsiCo's Slice.

Unlike the soups, the juice line prominently carries the 7UP logo. "When your parent has a name as widely known as 7UP's, you can clear a lot of hurdles quickly by riding on that name," said Citrus Products division general manager Dean Ulrich. "7UP signifies everything we want to be in the juice category—natural ingredients and top quality."

The product was tested with and without the 7UP Foods name, he said, and it tested consistently higher with the logo.

During initial test-marketing in Erie, Pa., and Phoenix, the product garnered an 18%-to-20% share of sales.

The move from the aisle to the freezer case is a major one, but that only changes the playing field, not the game. Even if JuiceUp gets all the space it needs in grocers' freezers, it still will pace its old rival, Coca-Cola, whose own foods division makes the Minute Maid line.

"Minute Maid is the No. 1 frozen-food product in American stores," Mr. Thompson said. "Coke has been kicking Seven-Up in soft drinks and it will be worse in frozen foods."

Ed Frantel doesn't believe that for a minute. Taste tests tell him JuiceUp has a competitive edge, and his gut tells him that Seven-Up can't be run out of the business.

"Every company is trying to do all it can to be dominant in every segment," he said. "But we're a pretty stubborn cat. And I can assure you we'll do whatever is necessary to protect our position wherever we operate."#

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New ad, new revolution

Raymond Corp., Greene, N.Y., is broadening its business-to-business marketing horizons with a print campaign breaking this month in *Electronic Business, Grocery Distribution, Materials Handling Engineer* and *Modern Materials Handling*. The ad, themed "Raymond—Solutions for the new industrial revolution," was created by Eric Mower & Associates, Syracuse. Raymond markets materials-handling products and flexible manufacturing systems.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

May

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	107.6	103.2	376.4	356.0
Antiques	165.3	165.3	775.1	774.7
Antique Monthly	—	—	—	—
Art in America (11X)	120.1	125.4	572.5	659.3
Southwest Art	112.3	122.3	405.5	424.3
Total Group	505.3	516.2	2,129.5	2,214.3
% change		-2.1%		-3.8%
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	157.8	130.6	647.3	587.6
Car & Driver	131.0	117.0	550.0	437.0
Car Collector & Car Classics	17.1	18.2	94.9	102.7
Car Craft	94.6	87.8	355.6	321.6
Cycle	68.8	55.8	280.6	273.8
Cycle Guide (11X)	55.4	44.8	279.3	292.6
Cycle World	95.0	82.4	324.2	321.7
Dune Buggies & Hot VWs	104.7	84.2	430.2	389.8
Family Motor Coaching	148.4	139.8	758.5	727.2
4 Wheel & Off-Road	87.3	87.5	357.8	334.8
Four Wheeler	100.5	92.5	423.5	346.8
Hot Rod	81.5	83.1	311.6	275.1
Motorcyclist	56.0	55.9	205.5	212.9
Motor Trend	85.4	73.4	335.5	282.3
Motorhome Life	96.9	95.8	479.5	441.6
Pick-Ups & Minitrucks	36.7	39.0	163.8	142.5
Road & Track	130.6	122.2	549.8	480.5
3 Wheeling	60.7	36.3	267.0	145.2
Trailer Life	156.7	150.9	652.6	645.3
Total Group	1,765.1	1,597.2	7,518.2	6,761.0
% change		+10.5%		+11.2%
— Boating & yachting —				
Boating	131.4	158.0	775.6	800.8
Chesapeake Bay	39.8	29.0	163.7	143.7
Cruising World	126.7	145.7	667.2	708.9
Lakeland Boating (10X)	79.0	72.6	354.5	306.2
Motor Boating & Sailing	165.4	176.2	946.8	909.0
Sail	129.4	136.6	729.6	733.1
Sea & Skipper	52.7	70.7	271.2	314.5
Small Boat Journal (6X)	—	—	103.5	98.4
Southern Boating	64.3	63.9	369.9	340.6
Trailer Boats (11X)	46.1	44.8	203.3	207.4
Western Boatman (6X)	45.2	23.4	148.8	83.0
Yachting	169.2	169.6	914.4	928.5
Total Group	1,049.2	1,090.5	5,648.5	5,574.1
% change		-3.8%		+1.3%
— Canadian —				
L'Actualite	90.8	78.7	300.6	318.9
Chatelaine:				
English Edition A.	90.6	118.2	469.5	509.8
French Edition	80.9	105.9	382.6	432.0
City and Country Home	57.3	49.8	151.2	136.3
City Woman (5X)	—	—	—	—
Equinox (6X)	29.7	47.5	78.5	127.8
Financial Post A.	38.5	54.9	165.0	224.3
Flare A.	82.0	82.2	323.5	265.2
Homemaker's (10X)	—	—	—	—
Madam Au Foyer (10X)	—	—	—	—
Macleans (52X) A.	152.6	185.5	624.5	648.5
Montreal Calendar	—	—	—	—
Montreal Ce Mois Ci	—	—	—	—
Toronto Life	94.0	98.9	393.7	423.8
Vancouver	71.4	75.9	326.2	313.7
Total Group	787.8	897.5	3,215.3	3,400.3
% change		-12.2%		-5.4%
— Civic/fraternal —				
American Legion	26.4	19.7	145.2	136.1
Elks (10X)	14.4	16.7	103.6	123.0
Kiwanis (10X)	14.9	11.9	74.9	61.8
Lion (10X)	5.5	5.0	24.7	36.7
Rotarian	10.8	7.4	58.5	69.9
V.F.W. (11X)	24.8	25.9	130.4	146.2
Total Group	96.8	86.6	537.3	573.7
% change		+11.8%		-6.3%
— Comics —				
DC Comics	7.0	9.0	34.5	41.5
Marvel Comics Group	6.0	10.0	40.5	47.5
Total Group	13.0	19.0	75.0	89.0
% change		-31.6%		-15.7%
— General —				
American Health (10X)	46.2	55.1	200.8	166.0
American West (6X)	24.5	15.2	102.2	64.0
The Atlantic A.	40.7	47.1	248.5	234.3
Audubon Magazine (6X)	51.2	31.5	112.5	85.5
Bon Appetit A.	93.2	93.8	412.6	399.5
Changing Times	35.5	40.3	190.3	225.3
Connoisseur	74.1	75.8	301.5	275.3
Consumers Digest (8X)	16.6	20.4	99.7	53.3
Ebony	112.1	112.3	455.4	424.8
Fifty Plus	24.5	32.7	157.7	187.5
Food & Wine	48.9	44.4	203.3	182.5
Games	12.8	20.2	80.7	112.6
Gourmet	94.7	101.8	457.3	392.1
Home Entertainment (8X)	29.0	—	101.0	66.5
Harper's Magazine A.	24.3	24.2	132.2	124.8
Life C.	95.7	69.9	329.0	285.3
Modern Maturity (6X)	48.9	34.1	98.9	79.3
Money	135.7	138.2	593.0	546.7
Moneysworth (4X)	—	—	24.8	27.0
Mother Earth News (6X)	45.3	47.2	139.8	161.0
Mother Jones (10X)	16.8	17.6	62.5	69.8
National Geographic	32.1	27.8	112.5	109.9
Prevention	65.8	71.7	304.5	351.6
Psychology Today	24.7	28.3	132.6	121.4
Reader's Digest A.	120.7	114.2	421.6	435.2
Saturday Evening Post (9X)	38.4	41.4	134.9	163.7
Signature	64.3	70.9	284.7	302.2
Smithsonian	87.8	89.3	460.0	446.5
Success	27.8	37.6	143.0	178.8
Sylvia Porter's Personal Finance (6X)	38.8	29.8	118.3	89.3
Town & Country	159.8	195.9	647.0	709.8
Travel	51.7	52.0	263.2	271.5
Travel & Leisure	113.2	141.3	559.7	588.9
Vanity Fair	36.8	18.5	154.3	111.9
Writers Digest	33.8	23.6	120.3	127.1
Yankee	69.5	73.8	345.0	412.0
Total Group	2,008.1	2,000.3	8,562.3	8,404.1
% change		+0.3%		+1.9%
— Home —				
Americana (6X)	23.1	39.1	110.9	119.6
Architectural Digest A.	157.1	191.6	626.0	660.1
Better Homes & Gardens	141.8	169.2	566.1	575.9
Colonial Homes (6X)	79.5	76.7	187.7	206.5
Country Journal	29.9	32.6	161.1	182.9
Country Living	75.4	77.4	329.1	311.2
Dallas/Ft. Worth Home & Garden	80.6	81.9	308.6	337.8
Family Handyman (10X) A.	81.6	97.5	335.2	403.1
Flower & Garden (6X)	—	—	92.6	103.5
Home	49.7	59.8	254.7	285.8
The Homeowner (10X)	29.5	27.2	121.1	102.9
Horticulture	48.0	39.0	224.0	164.0
House Beautiful	86.1	96.3	383.4	439.9
House & Garden	121.8	122.6	495.7	429.3
Houston Home/Garden	116.0	111.0	439.5	471.5
Metropolitan Home	52.5	162.4	327.3	378.5
New Shelter (9X)	55.2	41.5	270.5	235.7
1,001 Home Ideas	74.2	45.1	236.8	194.0
Organic Gardening	60.1	60.3	324.2	391.7
Phoenix Home/Garden	58.0	52.5	338.8	286.2
San Diego Home/Garden	105.8	104.3	345.9	341.6
South Florida Home/Garden	24.8	—	174.4	—
Southern Accents (6X)	105.1	83.5	270.2	214.3
Southern Living	174.5	193.5	665.2	705.1
Sunset Magazine A.	188.6	179.9	737.8	704.7
Texas Homes	121.7	90.9	423.3	385.4
Workbench (6X)	55.8	61.3	171.7	192.0
Total Group	2,196.4	2,297.1	8,921.8	8,823.2
% change		-4.4%		+1.1%
— In-flight & other passenger —				
Alaska Airlines	42.2	50.3	224.0	224.8
American Way (26X)	115.8	105.2	614.8	516.9
East/West Network:				
Eastern Review	95.3	137.7	505.1	605.9
Northwest Orient	35.3	27.3	184.8	150.8
Ozark	35.5	54.5	183.7	234.9
PSA Magazine	76.7	122.5	372.8	486.1
Pan Am Clipper	54.8	75.3	285.3	308.5
Republic Scene	42.5	70.5	220.7	309.2
Southwest/Spirit	89.3	100.8	434.8	453.0
United	81.3	130.2	437.2	554.7
USAir	49.0	76.2	278.4	318.7
Western's World	44.7	76.2	267.7	315.2
Halsey Publications:				
Air Cal	33.5	46.5	219.9	238.1
Delta Sky	73.5	91.8	362.8	398.5
Frontier				
Skylite	17.8	21.2	101.6	90.5
Hawaii (6X)	23.8	22.7	123.3	109.2
Pace	80.5	74.2	295.8	240.3
Spirit of Aloha (6X)	23.7	23.3	122.4	106.6
TWA Ambassador	61.2	57.1	301.3	355.9
Total Group	1,076.4	1,363.2	5,536.4	6,017.8
% change		-21.0%		-8.0%
— Men's —				
Esquire A.	111.2	100.2	469.0	423.7
Firehouse Magazine (13X)	31.0	33.0	200.0	196.0
Gentlemen's Quarterly A.	129.1	131.7	687.2	700.0
M Magazine	55.0	51.0	261.5	290.7
Penthouse A.	38.6	54.9	193.5	235.6
Playboy A.	77.9	83.7	348.8	352.9
Total Group	442.8	454.5	2,160.0	2,198.9
% change		-2.6%		-1.8%
— Metropolitan —				
Aloha (6X)	35.4	27.3	101.6	79.0
Atlanta	75.0	73.9	273.1	272.5
Baltimore	73.3	74.0	367.3	300.8
Boston	166.6	158.3	733.8	654.9
California	65.5	73.9	327.0	293.9
Charlotte (10X)	—	—	—	—
Chicago	135.5	146.8	616.8	635.5
Chicago's North Shore	80.7	93.3	381.2	407.4
Cincinnati	53.5	66.4	268.0	283.7
Cleveland	71.8	89.2	383.4	355.8
Coast (38X)	304.7	284.2	1,070.2	1,058.3
Columbus Monthly	70.1	70.2	319.9	301.8
Connecticut	94.6	84.5	435.2	390.3
D/Magazine, Dallas/Ft. Worth	193.2	151.8	648.0	587.6
Denver	29.3	30.0	141.5	118.1
Grand Rapids	63.2	54.0	252.2	246.3
Gulfshore Life (10X)	35.8	42.2	318.9	423.1
Honolulu	60.5	70.2	301.8	298.9
Houston City	85.9	96.8	364.9	386.0
Indianapolis	—	—	—	—
Kansas City	30.5	38.8	154.6	163.3
Los Angeles	203.0	227.0	845.3	926.0
Louisiana Life (6X)	49.0	86.7	165.8	210.6
Madison	84.0	46.0	319.0	251.0
Metropolitan Detroit	120.0	64.4	361.2	—
Miami Mensual	35.1	44.4	204.0	197.3
Miami/South Florida	93.2	91.8	436.0	427.6
Milwaukee	76.0	40.1	320.3	181.8
Minneapolis/St. Paul	90.4	100.1	477.6	432.6
Monthly Detroit	89.0	85.3	266.3	259.7
New Jersey Monthly	69.8	59.3	288.4	255.1
New Mexico	38.3	37.3	189.0	167.2
Ohio	77.0	81.1	314.3	280.1
Oregon	38.0	32.3	157.5	114.2
Orlando	95.8	80.0	505.9	421.3
Palm Beach Life	40.2	36.3	483.6	479.7
Palm Springs Life	—	—	—	—
Philadelphia	150.8	120.1	663.6	596.5
Phoenix	94.7	73.1	514.8	426.8
Pittsburgh	60.9	55.8	275.6	290.2
St. Louis	67.0	63.5	285.5	290.5
San Diego	178.4	173.3	788.6	720.5
San Francisco	63.0	66.3	310.0	305.3
San Francisco Focus	95.5	66.8	419.2	260.8
Texas Monthly	138.8	157.3	559.3	618.1
Twin Cities	66.5	70.3	265.4	307.5
Ultra	84.1	87.0	366.9	366.2
The Virginian (6X)	60.0	45.5	180.0	126.5
Washington Dossier (11X)	57.6	40.5	255.6	233.5
The Washingtonian	168.0	170.0	760.0	709.0
Total Group	4,097.6	4,766.1	15,174.3	13,501.7
% change		-14.0%		+12.4%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	23.2	27.0	91.7	127.9
Secrets	23.2	27.0	91.7	127.9
True Confessions	23.2	27.0	91.7	127.9
True Experience	23.2	27.0	91.7	127.9
True Love	23.2	27.0	91.7	127.9
True Romance	23.2	27.0	91.7	127.9
Sterling Women's Group:				
Daytime TV	29.5	27.5	144.5	136.5
Modern Screen	—	—	29.5	41.0
Movie Mirror (6X)	—	—	46.0	61.5
Soap Opera Stars	—	—	39.0	56.5
TV Movie Screen (6X)	—	—	13.0	5.0
TV Picture Life (6X)	—	—	13.0	61.5
Total Group	168.7	189.5	835.2	1,129.4
% change		-11.0%		-26.0%
— Music/entertainment —				
American Film (10X)	14.6	17.2	93.0	105.5
Audio	84.0	62.0	393.0	288.0
Circus Magazine	48.2	26.6	234.0	168.5
Dance Magazine	76.0	91.8	319.3	348.9
Musician	55.7	57.7	282.0	302.2
Playbill D.	62.1	71.0	256.1	299.1
Record	25.6	25.1	116.7	113.6
Stereo Review	45.2	45.4	188.8	220.0
Video Magazine	80.3	57.0	337.2	270.7
Video Review	46.2	50.9	305.7	264.6
Total Group	537.9	504.7	2,525.8	2,381.1
% change		+6.6%		+6.1%
— National Sunday magazines —				
Family Weekly (52X) A.	49.8	53.3	248.4	285.5
Parade (52X)	52.3	48.2	267.6	277.7
Total Group	102.1	101.5	516.0	563.2
% change		+0.6%		-8.4%
— Outdoor & sport —				
Alaska	53.9	44.5	255.7	208.3
The American Handgunner (6X)	34.0	37.0	327.0	330.0
American Hunter	11.7	15.5	77.1	78.3
American Rifleman	20.7	27.3	115.7	129.3
Backpacker (6X)	43.8	49.4	104.8	123.6
Bass Master (9X) A.	62.8	62.8	359.1	312.2
Bicycling (9X)	114.5	107.8	413.7	422.9
Field & Stream	110.3	110.8	474.7	464.5
Fins & Feathers A.	53.2	68.3	197.8	234.9
Fishing World	46.3	50.8	160.6	167.1
Florida Sportsman	108.2	94.1	608.1	507.7
Flying	53.8	52.1	222.7	207.8
Fur-Fish-Game	11.1	18.8	97.5	112.9
Golf Digest	91.6	105.8	507.9	517.9
Golf Magazine	59.4	92.6	436.1	514.4
Golf World	97.4	111.2	352.4	323.8
Guns	21.0	22.0	414.0	426.0
Guns & Ammo	45.9	40.2	203.4	195.7
In-Fisherman (6X)	133.0	126.0	322.5	309.0
Muscle & Fitness	108.5	104.0	536.8	526.6
Outdoor Life	—	—	—	—
Outside Magazine	48.1	44.8	227.3	181.9
Petersen's Hunting	42.7	38.0	174.4	158.2

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B.Includes special World War II edition. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 94)

(Continued from Page 93)

May

	Current month 1985	1984	Year-to-date 1985	1984
The Runner	38.8	49.4	185.0	219.4
Runner's World (13X)	43.9	53.9	181.4	242.0
Salt Water Sportsman	94.9	86.6	481.6	431.8
Shooting Times	26.1	28.8	148.1	—
Ski (8X) A.	—	—	—	—
Skiing (7X)	—	—	203.3	245.3
Skin Diver	93.1	91.9	401.0	411.5
Southern Outdoors (8X)	46.3	52.4	179.4	199.9
Sport	—	—	—	—
Sports Afield	—	—	—	—
Tennis	—	—	—	—
Western Outdoors (10X)	54.0	46.2	256.9	230.5
Total Group	**1,734.2**	**1,685.7**	**8,274.0**	**8,403.4**
% change		+2.9%		−1.5%

— Photography —

American Photographer	45.0	45.0	206.7	201.1
Petersen's Photographic	34.9	36.9	136.7	162.4
Popular Photography	95.6	98.5	452.3	466.7
Total Group	**175.5**	**180.4**	**795.7**	**830.2**
% change		−2.7%		−4.1%

— Religious —

BBI Jewish Monthly (10X)	22.9	29.4	113.8	122.5
Christian Herald (11X)	29.0	29.2	158.7	161.2
Christian Life	26.7	24.5	130.9	136.7
Christianity Today (18X)	51.7	70.3	334.8	331.5
Inside (4X)	82.8	90.5	82.8	90.5
Moody Monthly (11X)	48.5	53.0	270.8	269.9
Today's Christian Woman (6X)	38.7	38.0	128.4	103.8
Total Group	**300.3**	**334.9**	**1,220.2**	**1,216.1**
% change		−10.3%		+0.3%

— Science/electronic/mechanic —

Compute	44.3	79.5	280.6	456.0
Creative Computing	49.0	122.8	376.5	665.3
Discover	31.3	35.4	164.1	189.9
Family Computing	24.7	50.2	213.0	268.6
Home Mechanix	83.1	94.2	364.0	379.9
Info World (52X)	147.0	235.0	761.0	1,051.0
Natural History	41.1	45.1	223.4	239.8
Omni	50.6	63.6	273.4	289.2
Personal Computing	148.9	147.9	726.2	795.3
Popular Mechanics	127.4	135.0	498.7	516.3
Popular Science	66.7	110.6	329.1	459.1
Science Digest	25.8	37.7	137.1	144.7
Science 85 (10X)	36.7	29.0	135.6	151.3
Scientific American	52.5	73.4	239.1	325.8
Total Group	**929.1**	**1,259.4**	**4,721.8**	**5,932.2**
% change		−26.2%		−20.4%

— Women/fashion/service —

Bride's Magazine (6X) A.	257.1	268.1	997.4	1,005.6
Cosmopolitan A.	234.3	270.2	957.2	1,042.1
Essence	133.3	99.0	435.6	407.4
Family Circle (24X) A.	133.3	199.1	748.7	746.0
Family Magazine	35.5	34.3	182.2	169.6
Glamour	195.3	220.6	858.1	876.5
Good Housekeeping A.	281.5	164.7	865.9	767.9
Harper's Bazaar	117.1	145.9	696.1	712.2
Health	47.0	46.1	196.1	174.4
Ladies' Home Journal	123.4	113.4	542.0	505.4
Ladycom (10X)	28.8	40.2	165.0	187.0
Ladies Circle	—	—	—	—
Mademoiselle	151.7	168.3	616.6	687.8
McCall's	98.0	110.4	455.5	444.3
Modern Bride (6X)	245.4	218.5	950.3	843.2
Ms.	69.8	77.4	259.2	248.5
New Woman	58.5	55.1	262.4	236.1
Parents Magazine A.	103.5	80.5	450.8	361.2
Playgirl	30.3	31.3	174.7	174.2
Redbook	88.3	110.6	445.2	443.5
Self	92.7	116.3	486.5	470.3
Seventeen	123.1	127.9	582.9	602.4
Shape	57.5	60.0	312.6	274.0
Soap Opera Digest (26X)	49.6	31.6	143.5	140.7
'Teen Magazine	71.0	68.8	236.0	240.2
True Story A.	57.2	56.5	231.1	282.3
Vogue	219.4	255.7	1,299.0	1,251.4
W Magazine	95.2	64.8	571.1	536.8
Weight Watchers	30.2	33.2	136.5	152.2
Woman's Day (16X) A.	89.7	115.6	565.8	600.5
The Workbasket (10X)	28.1	30.6	191.1	186.2
Working Mother	85.5	84.8	366.5	341.4
Working Woman	98.9	128.8	493.0	485.0
Total Group	**3,539.2**	**3,628.3**	**15,874.6**	**15,566.3**
% change		−2.5%		+2.0%

— Youth —

Boys' Life	15.9	20.3	90.9	88.0
Campus Life (10X)	38.6	30.1	249.9	224.1
Total Group	**52.5**	**50.4**	**340.8**	**312.1**
% change		+4.2%		+9.2%

April

	Current month 1985	1984	Year-to-date 1985	1984

— Business —

Arizona Business Gazette (52X)	23.6	24.2	111.7	97.3
Atlanta Bus. Chronicle (6X)	62.7	67.9	191.3	197.2
Austin Business Journal (52X)	61.9	—	214.0	—
Barron's (52X)	175.0	239.8	723.1	808.5
Black Enterprise	34.3	55.7	262.2	234.2
Boston Business Journal (52X)	158.4	111.7	532.4	351.2
Business Atlanta	62.0	41.9	296.3	223.1
Business Week (52X) A.	408.0	455.7	1,378.8	1,469.6
California Business	—	—	—	—
Capital District Bus. Review (25X)	50.0	48.0	176.9	168.4
Corporate Report/Kansas City	45.7	69.1	199.4	265.4
Corporate Report/Minnesota	118.3	94.5	375.0	330.3
Crain's Chicago Bus. (52X)	172.1	157.8	569.1	533.6
Crain's Cleveland Bus. (52X)	86.9	68.7	294.7	248.4
Dallas/Ft. Worth Bus. (52X)	—	—	—	—
Dun's Business Month	78.0	77.0	229.0	260.0
Financial World (24X)	60.0	39.0	159.6	125.8
Florida Trend (13X)	68.9	83.3	489.5	463.5
Forbes (26X)	261.6	303.3	1,428.8	1,470.9
Fortune (26X)	487.4	454.8	1,096.2	1,097.7
Frequent Flyer	76.1	70.1	308.9	286.2
Futures (13X)	—	—	—	—
Hawaii Business	—	—	—	—
High Technology	41.2	32.4	135.7	112.8
Houston Bus. Journal (52X)	140.9	168.5	519.5	571.5
Inc. Magazine A.	119.7	147.4	386.2	444.9
Income Opportunities	—	—	—	—
Industry Week (25X) A.	100.1	132.1	349.7	413.6
Indianapolis Business Journal (52X)	118.0	114.9	459.8	416.7
Kansas City Business Journal	149.5	131.9	531.5	480.1
Minnesota Business Journal	52.6	49.2	199.3	192.6
New Orleans Citibusiness	20.0	20.4	89.5	60.9
Nation's Business A.	31.9	32.5	156.9	126.4
Pacific Business News (52X)	116.3	129.0	398.0	424.3
Philadelphia Business Journal (52X)	115.9	105.4	399.7	351.5
Pittsburgh Bus. Times (52X)	90.6	63.9	241.9	227.8
Savvy	31.8	—	—	—
St. Louis Bus. Journal (52X)	154.8	150.1	526.4	524.5
South Florida Business Journal	101.3	85.3	327.3	236.6
Texas Business	75.6	84.8	280.9	253.8
Venture	100.1	116.6	319.6	385.3
Washington Bus. Journal	65.1	25.3	197.8	123.7
Total Group	**4,256.0**	**4,155.5**	**15,025.3**	**14,289.4**
% change		+2.4%		+5.1%

— Newspaper Sunday magazines* —

Arizona Republic	44.40	95.00	210.3	270.7
Boston Globe	192.0	203.0	769.6	733.5
California Living	53.4	63.3	201.0	218.8
Chicago Tribune	130.9	120.5	414.5	295.4
Cincinnati Enquirer	—	—	—	—
Cleveland Plain Dealer	46.0	91.0	165.7	236.4
Columbus Dispatch	50.5	63.0	172.0	188.9
Denver Post	—	—	—	—
Detroit News	—	—	—	—
L.A. Times Home Magazine	208.0	99.3	588.0	748.0
Louisville Courier-Journal	63.8	75.8	261.8	285.5
Miami Herald	34.3	66.7	166.6	210.6
New York News	—	—	—	—
New York Times Magazine	390.4	434.3	1,465.0	1,558.0
Philadelphia Inquirer	53.7	63.0	195.7	190.0
Toledo Blade Magazine	—	—	—	—
Washington Post	123.4	145.5	429.5	469.0
Total Group	**1,390.8**	**1,330.4**	**5,039.7**	**5,384.8**
% change		+4.5%		−6.4%

— Weeklies/biweeklies —

The Advocate (26X)	135.1	128.8	370.9	422.6
Army Times Military Group:				
Air Force Times (52X)	175.9	173.0	589.9	580.5
Army Times (52X)	170.9	167.0	573.2	558.1
Navy Times (52X)	195.5	185.0	642.5	631.8
The Times Magazine	30.5	37.2	61.7	81.0
The Blood-Horse (52X)	—	—	—	—
Capper's Weekly (26X)	20.9	21.1	112.8	120.5
Commonweal (22X)	—	—	—	—
Golf World (43X)	—	—	—	—
Grit (52X) A.	—	—	—	—
National Journal (50X)	—	—	—	—
National Review (25X)	22.5	32.0	83.0	107.0
New Republic (48X)	—	—	—	—
New York Magazine (50X)	255.1	250.3	880.2	835.7
New Yorker (52X)	316.8	392.0	952.9	1,161.5
Newsweek (52X) A.	272.4	311.5	830.6	932.6
People (52X)	386.2	370.9	1,103.6	1,088.2
Rolling Stone (25X)	72.2	72.1	312.8	325.0
Sporting News (52X)	53.1	64.8	143.7	208.6
Sports Illustrated (52X) A.	297.9	257.0	872.7	848.8
Time (52X) A.	—	—	—	—
Travelhost (52X)	—	—	—	—
TV Guide (52X) A.	252.1	245.5	1,314.0	1,268.9
Us Magazine (26X)	—	—	—	—
U.S. News & World Report (52X) A.	182.6	176.2	550.5	516.4
Total Group	**2,541.8**	**2,886.4**	**9,395.0**	**9,687.2**
% change		−11.9%		−3.0%

— Foreign —

Good Housekeeping Foreign Editions:				
Australia	—	—	—	—
Japan	—	—	—	—
Great Britain	—	—	—	—
Geomundo:				
Central America	8.0	7.0	20.5	15.8
Chile	9.0	7.0	21.5	14.8
Colombia	8.0	13.0	28.5	27.0
Ecuador	8.0	4.0	15.0	10.0
Mexico	8.0	8.0	24.0	18.8
Peru	8.0	8.0	24.0	18.8
Puerto Rico	3.0	4.0	17.0	9.8
U.S.	—	—	—	—
Venezuela	10.0	12.0	36.0	36.3
Hombre De Mundo:				
Central America	3.0	6.0	14.0	18.0
Chile	5.0	7.0	16.0	20.0
Colombia	4.0	7.0	19.0	25.0
Ecuador	5.0	5.0	16.0	18.0
Mexico	9.0	15.5	28.0	33.0
Peru	4.0	5.0	12.0	17.0
Puerto Rico	6.0	6.0	15.0	17.0
U.S.	—	—	—	—
Venezuela	15.0	15.5	47.0	45.5
Ideas Para Su Hogar:				
Central America	—	—	—	—
Chile	—	—	—	—
Colombia	12.0	16.0	32.0	42.0
Ecuador	4.0	5.0	14.0	16.0
Mexico	6.7	9.0	17.5	20.5
Peru	3.5	5.0	8.0	16.5
Puerto Rico	—	1.5	3.0	2.0
Venezuela	14.0	16.0	46.5	40.2
Mecanica Popular:				
Argentina	4.2	4.2	13.7	23.0
Central America	9.7	14.3	42.3	49.5
Chile	2.3	7.5	16.5	22.3
Colombia	10.7	13.5	44.7	46.0
Mexico	10.3	12.2	41.3	38.2
Peru	13.0	18.5	50.7	58.2
Puerto Rico	9.0	15.0	44.5	54.0
Venezuela	10.2	14.7	46.7	53.7
The Ring en Espanol:				
Mexico	3.0	—	4.0	—
Puerto Rico	—	—	—	—
U.S.	8.2	5.0	25.7	11.3
Venezuela	—	1.0	2.0	3.0
Vanidades Continental:				
Central America	8.8	12.0	23.0	19.5
Chile	2.3	3.0	10.3	3.0
Colombia	122.0	101.2	225.3	173.8
Dominican Republic	—	—	—	—
Ecuador	30.0	32.5	70.0	60.5
Mexico	135.5	116.8	253.3	255.3
Peru	23.3	40.5	48.3	70.0
Puerto Rico	65.0	89.0	143.5	149.7
U.S.	50.5	61.2	144.5	159.5
Venezuela	78.8	67.5	174.7	135.7
Business Week Int'l. (52X)	145.2	163.7	441.7	448.2
Cosmopolitan Foreign Editions:				
Australia	55.8	69.1	187.6	187.6
Brazil	—	37.0	—	118.0
China	18.0	—	69.0	—
France	139.8	178.0	379.1	550.2
Germany	140.5	117.1	355.2	333.0
Great Britain	147.0	130.0	372.0	362.3
Greece	76.0	90.0	279.3	200.0
Holland	84.0	72.0	208.3	156.0
Italy	93.0	81.0	198.6	182.7
Japan	37.3	30.0	114.3	106.7
Cosmopolitan en Espanol:				
Central America	0.3	—	2.7	—
Colombia	11.0	12.2	24.3	20.3
Ecuador	—	1.0	—	1.0
Mexico	53.7	45.5	121.3	119.0
Peru	5.0	4.0	7.0	2.0
Puerto Rico	26.8	42.5	78.8	86.8
U.S. (Spanish language)	—	—	—	—
Venezuela	31.8	28.2	71.2	52.2
International Communications:				
African Business	—	—	—	—
New African	—	—	—	—
The Middle East	—	—	—	—
International Management:				
Africa	9.7	15.5	35.3	48.3
Europe	54.0	53.3	170.8	135.2
Latin America	3.5	12.8	28.7	32.2
Middle East	8.7	10.5	70.2	50.7
Pacific	15.7	16.5	56.8	47.7
Johnston International:				
Alam Attijarat	—	—	—	—
Ejecutivo (6X)	—	—	—	—
Modern Africa (6X)	—	—	—	—
Modern Asia (11X)	—	—	—	—
Newsweek International A:				
Atlantic (52X)	102.5	122.9	268.1	320.5
Latin America (52X)	37.2	30.7	81.8	97.2
Pacific (52X)	62.7	76.6	194.0	234.2
Reader's Digest:				
Arabic	8.5	14.0	38.5	37.0
Asian	155.0	168.5	650.5	581.5
Australian	48.3	86.8	203.1	289.9
Belgian-Flemish	75.0	76.5	253.5	232.0
Belgian-French	70.0	54.5	203.5	178.5
British	48.1	83.3	168.8	212.4
Chinese B.	118.5	105.5	426.5	381.0
Danish	38.8	29.8	127.4	137.9
Dutch	64.3	71.3	172.3	160.3
Finnish	76.5	46.0	158.3	185.0
French	44.3	53.8	170.3	172.8
German	88.8	99.2	273.9	293.8
Iberian	5.0	30.5	28.5	62.5
Indian-English	80.0	69.5	385.5	312.5
Indian-Hindu	5.0	4.0	34.5	17.0
Italian	59.0	62.0	144.5	164.5
Japanese	49.5	46.5	181.0	150.6
Korean	25.0	30.0	95.5	108.0
Latin American:				
Argentina	23.0	14.5	75.0	61.0
Brazil	5.0	3.0	15.0	9.0
Central American	8.5	8.0	31.5	31.0
Chile	2.5	8.5	30.0	45.5
Colombia	31.0	42.0	90.0	89.0
Ecuador	8.5	5.5	29.5	29.5
Mexico	59.5	56.3	130.1	168.0
Peru	11.5	6.0	37.5	31.0
Puerto Rico	6.0	5.0	20.0	21.0
U.P.B.	11.0	6.5	29.0	24.5
U.S. Spanish	5.0	12.5	29.5	24.5
Venezuela	26.5	12.5	96.0	34.5
New Zealand	46.5	70.0	177.0	274.0
Norwegian	35.5	44.0	79.5	139.1
Portugal	—	—	—	—
South African	82.0	69.0	316.5	292.8
Swedish	14.0	7.0	52.0	60.5
Swiss-French	38.0	38.0	97.6	108.6
Swiss-German	40.0	35.0	136.1	130.8
Time International:				
Time-Asia	—	—	—	—
Time-Atlantic	—	—	—	—
Time-Canada	—	—	—	—
Time-Latin America	—	—	—	—
Time-South Pacific	—	—	—	—
Visao (52X)	135.0	183.5	445.4	535.8
Vision/Latin America (26X) A.	29.8	27.6	80.1	79.7
Progresso	—	8.3	24.6	18.1
Total Group	**3,609.9**	**4,037.8**	**11,338.1**	**11,160.5**
% change		−8.6%		+1.7%